

WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS
PATENT OF THE UNITED STATES IS:

1. A system for distributing content over a terrestrial broadcast channel, comprising:
5 a broadcast station configured to transmit over said terrestrial broadcast channel a television signal including encrypted updated content information, distributed at least one of nationally and locally, and television information to all users within a broadcast coverage area; and

an apparatus pre-configured to include encrypted predetermined content information
10 stored therein prior to acquisition of said apparatus by a user and configured to:
receive over said terrestrial broadcast channel said television signal,
extract said encrypted updated content information from said television signal,
store said encrypted updated content information in said apparatus,
decrypt said updated encrypted content information and said encrypted predetermined
15 content information, and

provide on demand at least one of said decrypted updated content information and
said decrypted predetermined content information in a format for at least one of a television, a
data processing device and a gaming device,

wherein said encrypted updated content information and said encrypted predetermined
20 content information includes at least one of encrypted digital movies, encrypted video games
and encrypted MPEG Audio Layer 3 (MP3) files.

2. The system of Claim 1, wherein said broadcast station is configured generate said
encrypted updated content information before transmission via said television signal.

3. The system of Claim 1, wherein said broadcast station comprises a content server
25 configured receive updated content information from a content control and distribution
system, generate said encrypted updated content information and store said encrypted updated
content information therein.

4. The system of Claim 3, wherein said broadcast station comprises a digital
television signal (DTV) receiver configured to receive a DTV signal over a DTV
30 communications network.

5. The system of Claim 4, wherein said DTV communications network is configured
as one of a cellular communications network, a satellite communications network, a digital
subscriber line (DSL) communications network, a cable modem communications network, a
modem communications network and a telephony communications network.

6. The system of Claim 4, wherein said broadcast station comprises a multiplexer configured to multiplex said DTV signal from said DTV receiver with said encrypted updated content information from said content server and output the multiplexed information.

7. The system of Claim 6, wherein said content server is configured to insert information local to said broadcast coverage area with said DTV signal via said multiplexer.

8. The system of Claim 6, wherein said broadcast station comprises a switch configured to output one of said multiplexed information from said multiplexer and said DTV signal from said DTV receiver as selection output information.

9. The system of Claim 8, wherein said broadcast station comprises a transmitter configured to transmit said selection output information from said switch as said television signal.

10. The system of Claim 1, further comprising:
a content control and distribution system configured to transmit updated content information to said broadcast station via a content control and distribution communications network.

11. The system of Claim 10, wherein said content control and distribution communications network is configured as one of a cellular communications network, a satellite communications network, a digital subscriber line (DSL) communications network, a cable modem communications network, a modem communications network and a telephony communications network.

12. The system of Claim 1, wherein said apparatus is configured to include a backchannel interface enabling two-way communications with said broadcast station over a backchannel communications network.

13. The system of Claim 12, wherein said backchannel interface is configured to transmit at least one of user content selection information and billing information to said broadcast station over said backchannel communications network,

wherein said broadcast station is configured to use said content selection information is to generate content decryption information.

14. The system of Claim 13, further comprising a backchannel server configured to transmit at least one of said user content selection information and said billing information from said backchannel interface to said broadcast station one of directly and over said backchannel communications network.

15. The system of Claim 13, wherein said backchannel interface is configured to receive at least one of said content decryption information and billing information from said broadcast station over said backchannel communications network,

wherein said apparatus is configured to use said content decryption information to
5 decrypted said encrypted updated content information and said encrypted predetermined content information.

16. The system of Claim 15, further comprising a backchannel server configured to transmit at least one of said content decryption information and said billing information from said broadcast station to said backchannel interface over said backchannel communications
10 network.

17. The system of Claim 12, wherein said backchannel communications network is configured as one of a cellular communications network, a satellite communications network, a digital subscriber line (DSL) communications network, a cable modem communications network, a modem communications network and a telephony communications network.

18. The system of Claim 12, wherein said backchannel communications network is configured to communicate over the Internet.

19. The system of Claim 1, wherein said apparatus comprises one of a personal computer system, a work station computer system, a laptop computer system, an embedded controller system, a microprocessor-based system, a digital signal processor-based system, a
20 hand held device, a personal digital assistant (PDA) device, an Internet appliance device, a set top box device, a cellular telephone device.

20. The system of Claim 1, wherein said television comprises one of a standard television and a high definition television.

21. The system of Claim 1, wherein said data processing device comprises one of a
25 personal computer system, a work station computer system, a laptop computer system, an embedded controller system, a microprocessor-based system, a digital signal processor-based system, a hand held device, a personal digital assistant (PDA) device, an Internet appliance device, a set top box device, a cellular telephone device.

22. The system of Claim 1, wherein local information is inserted at the beginning or
30 end of at least one of said updated content information and said predetermined content information.

23. The system of Claim 22, wherein tag information is inserted at the beginning or end of at least one of said updated content information and said predetermined content information.

24. The system of Claim 23, wherein said tag information is used by said apparatus to track content viewing habits.

25. The system of Claim 23, wherein said tag information is used by said apparatus to determine said local information insertion.

26. The system of Claim 25, wherein said local information insertion corresponds to a rating of content.

27. The system of Claim 22, wherein said local information is provided by said apparatus whenever content is paused by a user of said apparatus.

28. The system of Claim 27, wherein a paused version of content is provided by said apparatus whenever content is paused by a user of said apparatus for a predetermined amount of time.

29. The system of Claim 1, wherein decrypted content is provided to a user for a predetermined period after a user pays for selected content via said apparatus.

30. The system of Claim 1, wherein said digital movies are provided in at least one of MPEG-2 and MPEG-4 formats.

31. The system of Claim 1, wherein said digital movies are provided in at least one of MPEG-2 and MPEG-4 formats via selection by a user via said apparatus.

32. The system of Claim 1, wherein said apparatus includes a port configured to couple said apparatus to a gaming device.

33. A process for distributing content over a terrestrial broadcast channel comprising steps of:

transmitting from a broadcast station over said terrestrial broadcast channel a television signal including encrypted updated content information, distributed at least one of nationally and locally, and television information to all users within a broadcast coverage area;

encrypting in an apparatus predetermined content information stored therein prior to acquisition of said apparatus by a user;

receiving over said terrestrial broadcast channel said television signal;

extracting said encrypted updated content information from said television signal;

storing said encrypted updated content information in said apparatus;

decrypting said updated encrypted content information and said encrypted predetermined content information; and

providing on demand at least one of said decrypted updated content information and said decrypted predetermined content information in a format for at least one of a television, a

5 data processing device and a gaming device,

wherein said encrypted updated content information and said encrypted predetermined content information includes at least one of encrypted digital movies, encrypted video games and encrypted MPEG Audio Layer 3 (MP3) files.